

Message Text

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PAGE 01 LONDON 02790 180833Z
ACTION EUR-12

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TO USDOC WASHDC
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UNCLAS LONDON 02790

E.O. 11652: N/A
TAGS: BEXP, UK
SUBJECT: VSMF PROGRESS REPORT

REFS: A) USDOC 1875; B) LONDON 1461; C) O/M FEB 10

ATTN: ITA/BED/OED/EID/DS GILPATRICK

1. VSMF FILES AND EQUIPMENT IN SERVICE COMMERCIAL LIBRARY AS OF JANUARY 23, EVALUATION FORMS PREPARED FOR USERS; PRINTER READER SERVICED BY MMM JAN 20. READING MIRROR ARRIVED DAMAGED, APPARENTLY FROM USE OF ABRASIVE CLOTH IN CLEANING. REPLACEMENT ORDERED AND NOW INSTALLED. LOCAL MMM STATES CANNOT BILL TO U.S. (REFTEL A). IHS REP, JORDAN, WORKING ON SOLUTION.

2. FSLs DAVID GODSON AND E. M. LAIRD NOW FAMILIAR WITH OPERATION. BRIEFED BY REP, JORDAN, AND GAINING EXPERIENCE ASSISTING LIBRARY VISITORS, DEMONSTRATING VSMF FOR EMBASSY PERSONNEL AND PROMOTIONAL INVITEES, AND THROUGH OWN EFFORTS.

3. FSO ROBERT HIGGINS VISITED VSMF OPERATION, PARIS, FEB 9 & 10, OBSERVED PHYSICAL LOCATION AND GRAPHIC DISPLAYS. EXCHANGED IDEAS RE PROMOTION. PREPARING GRAPHICS FOR OWN DISPLAY AND MODIFYING FLOOR PLAN OF COMMERCIAL LIBRARY TO HIGHLIGHT VSMF AS RESULT OF INSIGHT
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GAINED FROM PARIS OPERATION.

4. PROMOTIONAL CAMPAIGN:
BID SPECIFICATIONS SUBMITTED JAN 30 TO THREE U.K. PROMOTION AGENCIES. PROPOSALS RECEIVED FEB 10, PROPOSALS ESSENTIALLY FOLLOW OUTLINE IN REFTEL B. QUOTES \$6,000 TO \$24,000. EXCESSIVE COST PLUS POSSESSION OF EXCELLENT

MAILING LISTS BY COMMERCIAL SECTION AND USTC AND ABILITY TO GENERATE OTHERS LED TO DECISION TO REJECT ALL BIDS AND PROCEED WITH IN-HOUSE PROMOTIONAL CAMPAIGN. ACTION TO DATE: USIS PRESS RELEASE FEB 10 TO APP. 100 TRADE AND PROFESSIONAL JOURNALS. DIRECT, PERSONAL MAILING TO 100 CONSULTING ENGINEERS AND ARCHITECTS, CONCENTRATING ON THOSE INVOLVING MID-EAST PROJECTS, FEB. 12. FIRST OF DIRECT CONTACT LUNCHEONS, FEB. 7.

JUST RECEIVED FOLLOW UP TO LUNCHEON CONTACT REPORTING THAT NOTE DESCRIBING VSMF SHALL APPEAR GRATIS, NEXT EDITION OF MID-EAST AFFAIRS/COMMITTEE FOR MIDDLE EAST TRADE (MEA/COMET) DIGEST. THIS IS AN EXCELLENT RESPONSE, CHARACTERISTIC OF WHAT WE DESIRE.

IMMEDIATE PLANS:

PREPARE MAILING LISTS USING CNL LIST (4,500 NAMES), AND TOP 1,000 INDUSTRIES DIGEST MAILOUT IS AWAITING RECEIPT OF BROCHURE REFERRED TO IN REFTEL B. PRESENT VSMF AT USTC FOR USALAB '78, MARCH 13-17. EVALUATE NEED FOR ADDITIONAL SYSTEMS. REF OPMEM, FEB 10.

5. WE PLAN TO PROVIDE PROGRESS REPORTS ON BI-WEEKLY .O MONTHLY BASIS IN ADDITION TO QUARTERLY REOORTS.

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NNN

Message Attributes

Automatic Decaptioning: X
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Draft Date: 17 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
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Film Number: D780076-0804
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From: LONDON
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Legacy Key: link1978/newtext/t19780242/aaaabjib.tel
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Original Previous Classification: n/a
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Review Exemptions: n/a
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Secure: OPEN
Status: NATIVE
Subject: VSMF PROGRESS REPORT
TAGS: BEXP, UK
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Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/adf6a2d4-c288-dd11-92da-001cc4696bcc
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